



# Statewide Cultural Districts Calendar Year 2017 Guidelines

## DEADLINES:

### Letter of Intent due:

August 30, 2016  
4:30 p.m. (EDT)

### Application due:

October 4, 2016  
4:30 p.m. (EDT)

### Annual Report due:

February 9, 2018  
4:30 p.m. (EDT)

Information:

<http://www.in.gov/arts/culturaldistricts.htm>



*Courtesy of Kim Nyberg, Madison Area Arts Alliance*

## CONTACT:

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[grantsprograms@iac.in.gov](mailto:grantsprograms@iac.in.gov)

[www.IN.gov/arts](http://www.IN.gov/arts)

The Statewide Cultural District Program application must be completed in the [IAC's online system](#). Internet links in this document provide further clarification and instruction. **Please read linked information thoroughly.**

Large  
Print



Braille

These guidelines will be made available upon request to meet special needs.

## THE INDIANA ARTS COMMISSION

On behalf of the people of Indiana, the [Indiana Arts Commission](#) (IAC) advocates engagement with the arts to enrich the quality of individual and community life. The IAC encourages the presence of the arts in communities of all sizes while promoting artistic quality and expression.

The IAC advocates arts development opportunities across the state, and stewards effective use of public and private resources for the arts. It stimulates public interest in, and participation with, Indiana's diverse arts resources and cultural heritage. [The IAC works to enhance public awareness of the arts, life-long learning opportunities, and arts education programs](#). Governed by a [15-member board of gubernatorial appointees](#), the IAC serves all citizens and regions of the state.

## ABOUT THE STATEWIDE CULTURAL DISTRICT PROGRAM

A cultural district is a well-recognized, labeled, mixed-use area of a community in which high concentrations of cultural assets serve as the anchor. Indiana Statewide Cultural Districts seek to make Indiana stronger through the arts and culture. Indiana Statewide Cultural Districts support community life and economic vitality.

Currently there is no funding associated with Statewide Cultural District designation. Benefits of the program include increased tourism marketing and economic activities that come with being part of a branded program with a statewide emphasis.

Once a cultural district receives a Statewide Cultural District designation, the designation will last for the duration of the program unless the cultural district fails to comply with annual reporting requirements or the IAC Commissioners determine the cultural district to no longer be viable for the community. Acceptance into the program signifies an ongoing commitment to the development and sustainability of the cultural district. Required annual reports will allow the IAC to assess the economic and community impact of the cultural district on the city, town or larger area it serves.

Applicants to this program must **currently** meet the criteria listed in the guidelines. The IAC recognizes that there is a level of establishment that needs to be met before a cultural district is ready to apply to the statewide program. If your area is considering creating a cultural district or is in the beginning stages of cultural district planning, resources on the following page may be helpful.

For all questions, including program requirements and electronic application issues, please contact:

Paige Sharp, Director of Programs  
317-232-1279  
[psharp@iac.in.gov](mailto:psharp@iac.in.gov)

## RESOURCES FOR CULTURAL PLANNING

Cultural Development	
Cultural Districts Handbook: The Arts as a Strategy for Revitalizing Our Cities	<a href="http://www.americansforthearts.org/sites/default/files/pdf/2013/by_topic/cultural_districts/Cultural%20Districts.pdf">http://www.americansforthearts.org/sites/default/files/pdf/2013/by_topic/cultural_districts/Cultural%20Districts.pdf</a>
Artist Space Development: Making the Case	<a href="http://www.urban.org/publications/1001176.html">www.urban.org/publications/1001176.html</a>
Artist Space Development: Financing	<a href="http://www.urban.org/publications/1001175.html">www.urban.org/publications/1001175.html</a>
Creative Placemaking, National Endowment for the Arts	<a href="https://www.arts.gov/sites/default/files/CreativePlacemaking-Paper.pdf">https://www.arts.gov/sites/default/files/CreativePlacemaking-Paper.pdf</a>
Funding and Planning	
Center for Economic and Community Development, Ball State University	<a href="http://cms.bsu.edu/about/administrativeoffices/community/state/ici/cced">http://cms.bsu.edu/about/administrativeoffices/community/state/ici/cced</a>
Historic Preservation	
Indiana Landmarks Foundation	<a href="http://www.indianalandmarks.org/Resources/Pages/GrantsLoans.aspx">http://www.indianalandmarks.org/Resources/Pages/GrantsLoans.aspx</a>
Center for Historic Preservation	<a href="http://www.bsu.edu/chp">http://www.bsu.edu/chp</a>
Economic Development	
Indiana Office of Community and Rural Affairs	
<i>Community Liaisons</i>	<a href="http://www.in.gov/ocra/2330.htm">http://www.in.gov/ocra/2330.htm</a>
<i>Indiana Main Street Program</i>	<a href="http://www.in.gov/ocra/2364.htm">http://www.in.gov/ocra/2364.htm</a>
<i>Community Development Block Grant</i>	<a href="http://www.in.gov/ocra/2375.htm">http://www.in.gov/ocra/2375.htm</a>
Tourism	
Indiana Tourism Association	<a href="http://www.indianatourismassociation.com/">http://www.indianatourismassociation.com/</a>

## APPLICATION ELIGIBILITY AND REQUIREMENTS

Prior to application, it is essential to completely understand ALL of the following requirements. You must be able and willing to fulfill every requirement listed to be eligible for the Statewide Cultural District Program.

### Applicant requirements and restrictions

- The applicant **MUST** be the municipal government (city government, or if none exists, the county government, or both applicable governments if applying jointly) of the area in which the proposed cultural district is located.
- Applicants must have a local cultural district designation by the governmental body in which the district is located. The designation can be in process when the application is submitted but evidence of completion must be submitted before a state designation is officially given.
- Two or more cities, towns or counties that extend across a common boundary may apply jointly for statewide cultural district designation. The above two requirements must still be met.

### Application submission requirements

- **A Letter of Intent must be submitted by August 30, 2016** before an applicant can apply to the program. Submit a letter of intent [here](#).
- To be eligible for participation in the program, the entire application must be completed and submitted online along with all required **support documentation** (uploads within the application). All uploads will accept one document only, so multiple pages or documents (such as the maps) must be combined into one document for upload.
  - Letter or resolution of local cultural district designation (PDF format)
  - Letters showing support for and participation in the cultural district from all key partners (PDF format)
  - Completed Asset Spreadsheet. Download [here](#).
  - Current long-range plan for developing, managing and sustaining the cultural district (Word document or PDF format)
  - List of key staff, with titles and responsibilities (Word or PDF format)
  - Maps (3)— all maps should include a north arrow and major street names
    - Legible map, no larger than 11x17, that clearly outlines the boundaries of the proposed Cultural District (PDF format; File size under 3MB)
    - Map showing the location of all cultural assets (see the Glossary of Terms for asset examples) (PDF format; File size under 2MB)
    - Map showing all accessibility features in the district that are compliant with the Americans with Disabilities Act (ADA) (PDF format; File size under 2MB)
  - Streetscape photographs (up to 5) that illustrate the cultural district. Must be combined into one PDF format file (file size under 6MB) **OR** provide an external link to an online photo gallery.

### IAC Reporting requirements

- Participation in the program will begin upon official notification and continue as long as the applicant remains in good standing with the IAC and in compliance with all reporting requirements.
- **Annual Report:** The annual report will be accessible through the IAC online system and must be submitted electronically. For all cultural districts accepted into the statewide program, there will be a report due annually in January for the length of your participation in the program. The annual report will be due on February 9, 2018.

#### **Acknowledgement and credit of public funding requirements**

- All designees MUST include the Statewide Cultural District logo in ALL publicity and printed materials related to the funded project. Logos must be included in a prominent location and type size. Logos can be accessed on our [website](#).

#### **Technology requirements and restrictions**

- All applicants must provide a current email address;
- Contact information must be updated in the [IAC's Online System](#);
- All applications and required documents must be electronically submitted to be eligible;
- IAC staff cannot provide advanced technical assistance for personal computer or software-related problems.

#### **Public manifestation, fair labor, drug free, and civil rights**

- ***Submitting the Cultural District application form indicates that you understand the detailed information provided at this [link](#) and you are in compliance with these laws.***

## **PROGRAM APPLICATION**

**The due date for your completed application is October 4, 2016.** Application submission indicates that the applicant has read, understands, and will complete and comply with the requirements listed for this program – from application to annual reporting if applicable.

#### **How to apply:**

- Review this document, paying special attention to the program criteria.
- Visit the [IAC's Online System](#).
  - If this is the first time for an application to the IAC, an online profile will need to be completed. If not, then you will enter your username and password and proceed to the application.
  - Select the appropriate program.
- Answer each section clearly and completely. Include as much information as possible, checking for typos, math and grammatical errors. Type directly into the text boxes provided. If you copy and paste from an outside document into the online system, be sure to keep track of character limits (including spaces). We recommend that you do not use formatting tools, because the formatting will likely not transfer to the response area when pasted into the online system.

- It is strongly recommended that you begin your online application before the due date to handle any unforeseen technical problems that may prevent a timely application. Late applications will NOT be accepted.
- Once you have submitted your application you WILL receive an email to that effect. If you do not receive an email, your application was NOT submitted.
- **Your online submission indicates your agreement with, and adherence to, this entire document, including its embedded website links.**

## APPLICATION REVIEW PROCESS

- After receipt of completed application, IAC staff will review your materials to ensure that all required information was submitted. If any discrepancies are found, your application will be ineligible for review. The IAC will dispose of ineligible applications.
- Eligible applications will be reviewed and assessed by a panel of professionals with expertise in areas important to cultural districts such as economic and regional development, public art, historic preservation, tourism, community affairs, etc. The panel meeting date and time will be posted [online](#), in the "Guidelines and Timeline" section. The meeting will be open to the public for observation and may be recorded. **Applicants are encouraged to attend.** Applicants cannot lobby the panel on behalf of their applications before, during, or after the panel meeting.
- After the panel meets and reviews applications in the fall of 2016, a site visit may be conducted by IAC staff before recommendations are presented to the IAC Commissioners.
- The Indiana Arts Commission will review and ratify the recommendations at its December 2016 business meeting.
  - Reconsideration Policy and Appeal Process: The reconsideration process is designed to review the method and fairness of the IAC decision concerning an application. This process is not intended to impose a different panel's choices/judgment over the original panel's decision. Dissatisfaction with the denial of program entrance is not sufficient reason for an appeal. Click [here](#) for more information.
- Applicants will be notified in January 2017 regarding program acceptance.

## GLOSSARY OF TERMS

**Cultural Assets:** Examples include historic sites and districts, museums, theaters, art galleries, cultural programming, performance art spaces, libraries and archives, artist studios and housing, food artisans (wineries, breweries, chocolatiers, etc.), culinary institutions, public art, art education and higher education facilities, festivals and events celebrating the arts and humanities.

**Economic Assets:** Components can include mixed-use commercial facilities, shops, restaurants, galleries, hotels, parking, and live entertainment venues.

**Community Assets:** Examples include parks, residential development, cultural and educational programming, and events on nights and weekends.

## IMPACTS

The Indiana Statewide Cultural District Program seeks to make a stronger Indiana through arts and culture and has identified three areas of impact through which its work will be validated:

1. The arts and cultural sector is an integral part of community and economic development.
2. Cultural districts facilitate strong, creative, sustainable communities.
3. Vibrant arts and cultural energy centers thrive throughout the state.

## EVALUATION CRITERIA

The following criteria will be used to assess each application:

### **Community Profile/District Identity Components** (up to 20 points)

The purpose of this category is to illustrate the cultural district's distinct, creative character and strong, lasting connection to the community using supporting information like demographics, maps, photos and narrative. Points are awarded for the extent to which:

- The cultural district is well defined and has a unique identity as a vibrant cultural hub.
- The cultural district is of a reasonable size and scale for the area in which it is located.
- A high concentration of cultural assets anchor the district.
- Development and support of a cultural district appears to be sustainable for the town/city/county in which it is located.

### **Cultural Development** (up to 20 points)

The purpose of this category is to show that the cultural district is a vibrant center of culture. It sparks the development of cultural assets that are integral to the community. It also encourages the exploration of and participation in cultural experiences through arts and culture. Points are awarded for the extent to which:

- District has a high concentration and a variety of types of cultural assets.
- Cultural assets offer a variety of programming year-round and on nights and weekends.
- There is evidence of educational programming involving arts and culture.
- District encourages and includes artist collaboration and participation in events, planning, educational activities, etc.

### **Community Development** (up to 20 points)

The purpose of this category is to strengthen communities through partnerships by engaging local residents in community-building events rooted in arts and culture. Community

partnerships may include some combination of government, for-profit and non-profit organizations. Points are awarded for the extent to which:

- Community support and participation is evident in on-going planning and development of the district.
- Programs and district development take into consideration the needs of all people in the community, including traditionally underserved populations and people with disabilities.
- Local artists are involved in the district and are valued as partners in community development.

**Economic Development/Tourism Development** (up to 20 points)

The purpose of this category is for the cultural district to be leveraged as an integral piece of the community's economic development strategy. Strategies may include (but are not limited to) tax incentives, building revitalization, tourism strategies, artist housing, etc. Points are awarded for the extent to which:

- Economic/tourism development plan is evident, supports arts and cultural development within the cultural district and is sustainable for the city/region.
- Public/private partnerships exist.
- Marketing plan encompasses communication to local audiences as well as tourists.
- Artists participate in the creation and implementation of an economic/tourism development plan.
- Existing assets like historic structures are recognized, embraced, utilized and/or included in a revitalization plan.

**Cultural District Management and Planning** (up to 20 points)

Cultural district development includes providing adequate management for the cultural district throughout its lifespan. The cultural district must have a current long range plan for developing and sustaining itself. The purpose of this category is to ensure the support and growth of the cultural district by the municipality and the partnering organization. Points are awarded for the extent to which:

- The cultural district has an evaluation plan that clearly defines how goals and objectives will be measured.
- Municipality and other partners integrate the cultural district and its assets in community planning.
- Creating and maintaining accessibility to the cultural district for individuals with disabilities is included in long-range plan for the district.
- Strong letters of support are required from all key partners indicating their active participation in the planning and implementation of the cultural district.
- The district must have a current long range plan for developing and sustaining itself.

All applicants will be notified by email of admission decisions after the Commission meets and approves the panel's recommendations for acceptance into the program.

